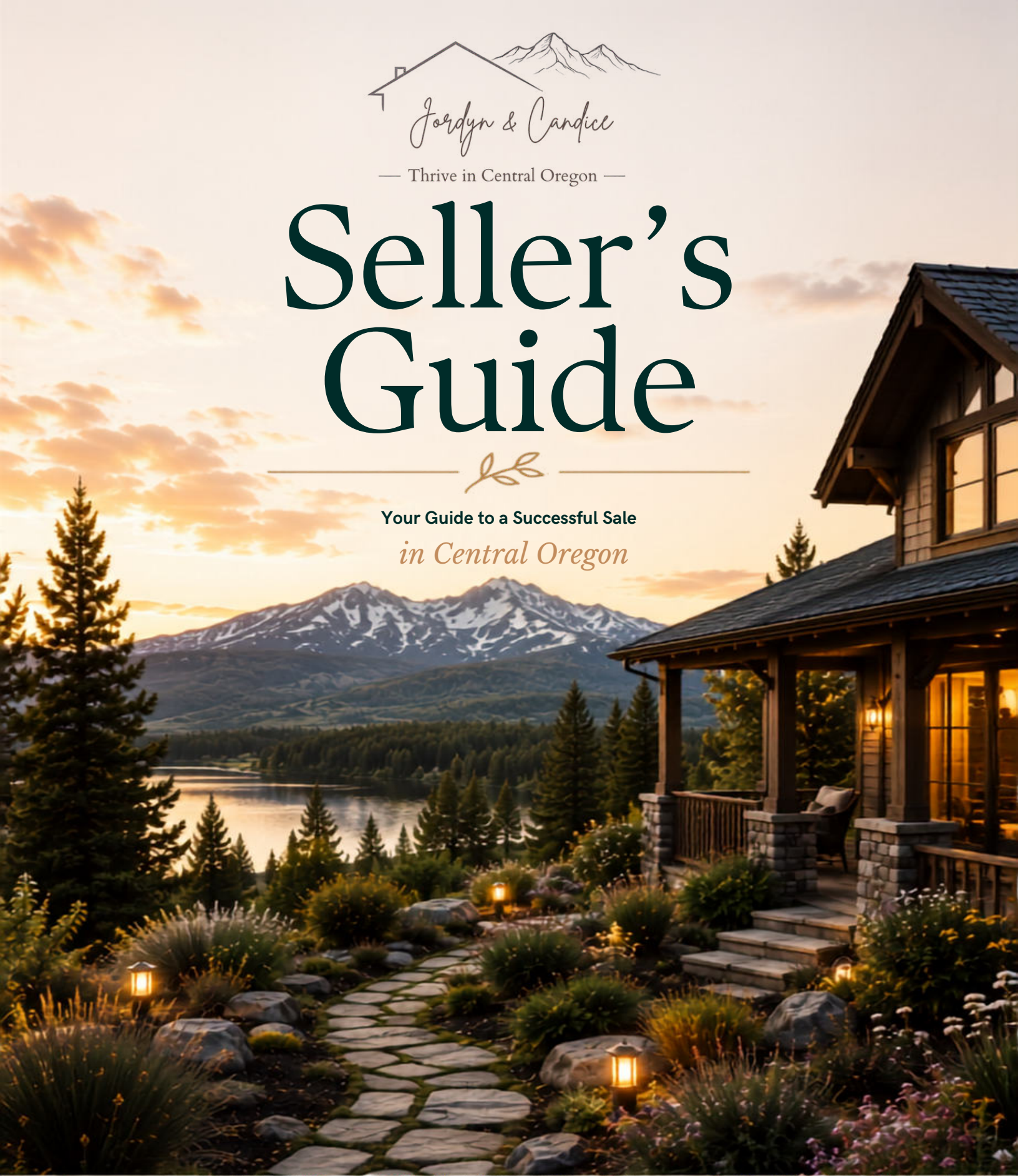




Seller's Guide



Your Guide to a Successful Sale
in Central Oregon



Local Expertise. Trusted Guidance. Results That Move You.

Let's move forward, together.



Welcome

Let's move forward, together.

Selling your home is more than a transaction—it's a transition. Whether you're upsetting, downsizing, relocating, or simply ready for something new, we're here to guide you through every step with clarity, confidence, and care.

This guide is designed to give you the information you need, the peace of mind you deserve, and a roadmap for a successful sale in Central Oregon.

Our goal is simple:

To make the process smooth, strategic, and stress-free—so you can focus on what comes next.



Local Expertise

We know Central Oregon inside and out—our market, our communities, and how to position your home for maximum value.



Strategic Marketing

We create a custom plan for your home to attract the right buyers and showcase what makes it special.



Honest Communication

You'll always know what's happening, what to expect, and your options—no jargon, no pressure.



A Smooth Experience

From pricing to closing day (and beyond), we handle the details so you don't have to carry the stress.

Local expertise. Trusted guidance. Results that move you.



Why Sell in Central Oregon?

Your goals. Our local expertise.

There's no one-size-fits-all reason to sell a home. But one thing is certain—Central Oregon continues to be a highly desirable place to live, work, and play, and buyers are actively looking for homes just like yours.

Whatever your reason, we're here to help you make the most of this moment.



A Market in Motion

Central Oregon's natural beauty, strong economy, and outdoor lifestyle continue to attract buyers from near and far.

That means demand remains strong—creating exceptional opportunities for homeowners ready to sell.

Common Reasons Our Clients Choose to Sell



Upsizing

You need more space for a growing family, home office, or lifestyle.



Downsizing

You're ready for less maintenance and a home that better fits your current needs.



Relocation

A job change, lifestyle shift, or new opportunity is calling you somewhere new.



Financial Goals

You want to cash in on your equity and invest in your future plans.



Life Changes

Marriage, divorce, retirement, or other transitions can bring a new chapter.



A Change of Scenery

You're ready for a new view, a different pace, or a fresh start.



The Right Time Is Personal

The best time to sell is when it aligns with your goals and your life—not just the market.

We're here to help you navigate the timing, the preparation, and the strategy to ensure a smooth and successful sale.

Wherever you are in your journey, we'll meet you there.

Let's make your next move, your best move.

Meet Your Team

Two local experts. One shared mission: Your success.

With a passion for Central Oregon and a commitment to exceptional service, Candice and Jordyn work together to deliver outstanding results for every client. You get the benefit of two dedicated professionals, one seamless experience, and our full support from start to finish.



We believe real estate is about more than just buying or selling a home—it's about helping people build the life they love in the place they're proud to call home.



Jordyn Therrell

Real Estate Broker

- ✓ Local expertise & market knowledge
- ✓ Skilled negotiator & strategic advisor
- ✓ Committed to clear communication
- ✓ Dedicated to making your sale smooth and successful



La Pine Local & Central Oregon Expert
Local knowledge, a love for the outdoors, and firsthand experience living the Central Oregon lifestyle.



Candice Fuller

Real Estate Broker

- ✓ 20+ years of real estate experience
- ✓ Expert in pricing & marketing
- ✓ Strong network & local connections
- ✓ Focused on protecting your goals and maximizing results



20+ years of real estate experience with a strong understanding of the Central Oregon market and the communities we serve

You're in good hands.

Team Approach

Two experienced agents working together to give you the most possible income.

Local Expertise

We know Central Oregon—our market, our community, and what buyers are looking for.

Strategic Marketing

Your home gets maximum exposure through proven marketing that gets

Honest & Transparent

Clear communication, realistic advice, and no surprises—ever.

Client Focused

Your goals come first. We're here to guide you every step of the way.



Local Expertise. Trusted Guidance.

Results that move you, we you.



What Makes Us Different

More than a sign in your yard. A partner every step of the way.

At Real Estate of Central Oregon, we combine local expertise, innovative marketing, and personalized service to deliver an exceptional experience and outstanding results.



We believe selling your home should feel empowering, not overwhelming. That's why we handle every detail with care.



Two-Agent Team

Two dedicated agents working together for better results.



Local Market Experts

Deep knowledge of Central Oregon neighborhoods & trends.



Professional Marketing

High-quality photos, video, and targeted digital ads.



Always Available

Responsive communication when you need us most.



Data-Driven Pricing

Strategic pricing backed by real market data.



Skilled Negotiation

Expert negotiators protecting your bottom line.



Concierge Service

We handle the details so you don't have to.



We treat your home like it's our own—because your goals become our goals.

That's the difference. That's the Real Estate of Central Oregon.



LOCAL EXPERTISE. TRUSTED GUIDANCE.

Results that move you.



— Thrive in Central Oregon —

The Selling Process

A clear path. Expert guidance. Great results!

Selling your home takes more than putting it on the market. We combine expert guidance, strategic pricing, professional photography and professional marketing to showcase your property, reach the right buyers and guide you confidently from preparation to closing.

Our Promise to You

We handle the details so you can focus on what's next.



You're not just a listing.

You're our priority.

We communicate consistently, solve problems before they arise, and treat your home like it's our own.

That's the Real Estate of Central Oregon difference.

Local Expertise. Trusted Guidance.

Results that move you.



Jordyn & Candice

— Thrive in Central Oregon —

Preparing Your Home

Small efforts. Big impact.



The right preparation helps your home stand out, attract more buyers, and achieve the best possible price. These simple steps make a powerful difference in how buyers feel the moment they walk through the door.



First Impressions Matter

Buyers decide how they feel about a home within the first 8–10 seconds. Let's make sure those seconds work in your favor.

Simple Steps. Strong Results.



Declutter

Less is more. Clear counters, shelves, and closets so buyers can focus on your home, not your things.



Deep Clean

A spotless home shows pride of ownership and helps buyers feel comfortable.



Make Small Repairs

Fix squeaky doors, dripping faucets, loose handles, and other little things that stand out.



Neutralize

Soften bold colors and personalize less so buyers can picture themselves living there.



Light It Up

Open blinds, turn on lights, and let natural light in. Bright homes feel warm, open, and inviting.



Boost curb appeal

Wow the lawn, trim bushes, add fresh plants, and make sure the entry feels welcoming.



Stage with Purpose

Arrange furniture to highlight your home's best features and create a sense of space and flow.



Photos Sell

Great photos start with a great home. A clean, decluttered home photographs beautifully.



Don't Forget Pets

Keep pet areas clean and odor-free, and consider a walk during showings.



Set the Mood

Light, fresh scents like citrus or vanilla create a welcoming experience.

We're here to help every step of the way.

Need recommendations for cleaners, handymen, or stagers? Just ask —we've got trusted local resources.

A little preparation today can lead to a big return tomorrow.



LOCAL EXPERTISE. TRUSTED GUIDANCE.

Results that move you.



— Thrive in Central Oregon —

Pricing Your Home

The right price. The best results.

Pricing your home is both an art and a science. It's not about guessing—it's about strategy, market knowledge, and understanding buyer behavior. Our goal is simple: get you the highest price in the shortest amount of time.



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Local Expertise. Data Driven.

We combine local expertise with real-time market data to price your home competitively and positively strategically from day one.

Our Pricing Approach



Analyze the Market

We review current market trends, buyer demand, and inventory levels in your area.



Review Comparables

We analyze recent sales of similar homes in your neighborhood to understand true value.



Evaluate Your Home's Value

We consider your home's condition, upgrades, features, and unique selling points.



Determine the Right Price

We recommend a price that attracts strong buyers and maximizes your return.



Strategy & Adjust as Needed

We monitor the market and activity to ensure your home stays competitive.

Why Pricing Right Matters

Market Value

Stronger buyer interest

Slightly Above Market

Fewer showings

10% Above Market

Significant drop in buyer interest

15% Above Market

State listing, price reductions likely

Buyer Mindset

Attract More Buyers

The right price creates more interest and more opportunities.

Create Urgency

Well-priced homes sell faster and with fewer days on market.

Stronger Offers

More buyer competition often leads to stronger offers and better terms.

The Sweet Spot

Pricing your home correctly from the start puts you in the best position to sell faster, with less stress, and for top dollar.

40%

Price is not attract the most buyers and top offers

30%

Too high loses buyer interest.

30%

Too low cost

Overpricing can cost you time and money. The right price brings the right buyers.

Your home is one of your biggest assets.

We're here to help you price it with confidence and market it with impact—so you can move forward with your next chapter.

Local expertise



LOCAL EXPERTISE. TRUSTED GUIDANCE.

Put it to work for you.



— Thrive in Central Oregon —

Marketing Your Home

Maximum exposure.

The right buyers



We don't just list your home—we launch it. Our targeted marketing strategy showcases your home to the right buyers, across the right platforms, at the right time.



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We Market With Purpose

Every detail is designed to highlight your home's best features and connect with buyers who are ready, willing, and able to make a move.

Our Full-Service Marketing Plan



Professional Photography

High-quality photos that capture your home beautifully and make a lasting first impression online.



Video Tours & Drone Footage

Engaging video and aerial footage that showcase your property and the surrounding area.



Online Exposure That Matters

Your home is listed on the MLS and syndicated to top real estate websites, reaching thousands of buyers.



Social Media Marketing

Targeted posts, stories, and ads reach local buyers and generate more interest in your home.



Agent Network Advantage

We leverage our local and regional network of agents to get your home in front of serious buyers.



Signage & Local Exposure

Professional signage and community exposure help attract nearby buyers who want to live in your area.



Email Marketing Campaigns

Your home is featured in our email campaigns to a list of active buyers and interested homeowners.



Beautiful Listing Presentation

Thoughtful descriptions, key features highlights, and compelling details that help buyers fall in love.

We go the extra mile.

Our goal is to make your home stand out in a crowded market and attract the strongest possible offers.

Strategic Timing

We list your home at the right time for maximum impact.

Targeted Outreach

We connect with qualified buyers actively looking in your area.

Consistent Communication

You'll always know what's happening and what's next.

Results that move you.

Showings & Open Houses

More eyes on your home. More opportunities to shine.

The more qualified buyers who see your home, the greater the chance of a strong offer. We make showings and open houses as smooth, convenient, and effective as possible.



Our Goal

Make it easy for buyers to see your home and fall in love with it—so you can get the best possible offer.

Showings That Work for Everyone



Flexible Scheduling

We make it easy for agents and buyers to schedule showings at convenient times, including evenings and weekends.



Secure & Professional

All showings are managed through a secure lockbox system and only with qualified buyers and licensed agents.



Show-Ready is Key

A clean, tidy, and well-prepared home makes a lasting impression and helps buyers visualize themselves living there.



Feedback Matters

We follow up with agents after showings to gather feedback and make informed adjustments if needed.



We'll Keep You in the Loop

You'll receive regular updates on showings, feedback, and buyer interest—so you're always informed.

Strategic Open Houses & Virtual Open House Events

In-person open houses when appropriate, particularly for vacant properties, and virtual open houses for occupied homes—creating additional buzz and getting your home in front of more potential buyers.



How You Can Help

Keep It Clean

A tidy home helps buyers focus on your home, not distractions.

Remove Personal Items

Help buyers imagine your home as their own.

Secure Valuables & Pets

For safety and peace of mind during showings.

Be Flexible

The more available your home is to show.

Trust the Process

Every showing is one step closer to the right offer.



Did you know?

Homes that are easy to show sell faster and for more money on average.

+36%

More exposure with flexible showings

+25%

Higher chance of a stronger offer

-20%

Less time on market when shown often

We're here to market your home with purpose and passion.

More showings. More interest. Better results.

Results that move you.



— Thrive in Central Oregon —

Receiving & Negotiating Offers

*It's not just about the price—
it's about the best terms for you.*



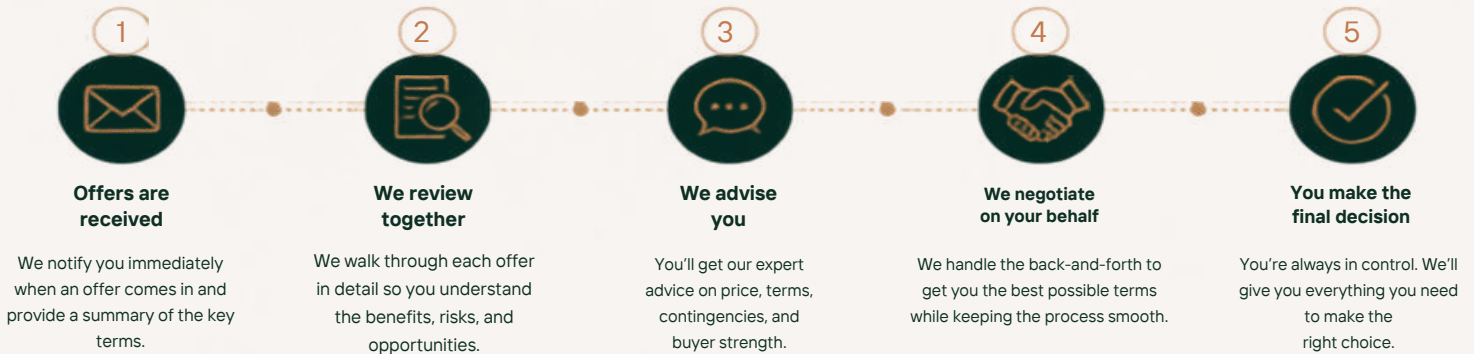
When offers come in, we evaluate every detail, advise you on your options, and negotiate skillfully to protect your interests and help you reach your goals.



Our Promise

We provide honest guidance, clear communication, and strong negotiation—so you can feel confident every step of the way.

Our Offer & Negotiation Process



It's More Than Just the Price

We evaluate the full picture of every offer, including:

- **Offer Price**
The proposed purchase price and how it compares to market value.
- **Terms & Conditions**
Contingencies, financing type, appraisal gaps, and special requests.
- **Buyer Strength**
Financing approval, proof of funds, and track record.
- **Closing Timeline**
The buyer's desired closing date and flexibility.
- **Possibility of Delays**
Any factors that could impact a smooth closing.

Our Negotiation Approach

We negotiate with strategy, experience, and your goals in mind.

- **Maximize your net proceeds**
We work to get you the best overall terms—not just the highest price.
- **Protect your interests**
We carefully review every detail to avoid surprises down the road.
- **Keep emotions out**
We handle the tough conversations so you don't have to.
- **Create win-win solutions**
Our goal is a smooth, successful closing for everyone.
- **Clear & consistent communication**
You'll always know where things stand.



We negotiate with your best interests at heart—always.

Your goals. Your timeline. Your terms.



— Thrive in Central Oregon —

Inspections & Appraisal

*Clarity today.
Confidence tomorrow.*

These steps protect both you and the buyer. We help navigate inspections and the appraisal with clear communication and smart strategy to keep your sale on track.



Our Role

We coordinate, communicate, and advocate for you throughout the inspection and appraisal process—so you can move forward with peace of mind.



Home Inspections

Buyers will have their home inspection to evaluate the condition of your home. We're here to help you understand the process and respond strategically.



What to Expect

The buyer will schedule an inspection within their contingency period, typically 7–10 days after mutual acceptance.



The Inspection Report

The inspector provides a detailed report on the home's major systems and components.



The buyer may accept the home as—is, request repairs or credits, or ask for further evaluation.



Our Guidance

We'll review all requests with you, explain your options, and negotiate the best solution while protecting your goals.



Appraisal

The buyer's lender will order an appraisal to confirm the home's market value and ensure the loan amount is appropriate.



What It Is

An appraisal is an unbiased opinion of your home's value based on recent sales and market conditions.



What It Means

If the appraisal supports the contract price, we move forward as planned.

If It Comes in Low

We'll discuss your options, which may include renegotiating the price, requesting the buyer make up the difference, or cancelling the sale.

Our Role

We provide the appraisal with access to key property information and comparables to support your home's value.

How You Can Help

Keep It Accessible

Allow easy access for inspections and appraisals.

Be Transparent

Share any known issues upfront—we believe in honest homes.

Keep It Maintained

A well-kept home makes a stronger impression.

Trust the Process

We'll handle the details and keep you informed every step of the way.



Why It Matters

Protects your interests and investment.

Keeps the transaction moving smoothly.

Builds confidence with serious, qualified buyers.

Our goal is a smooth process and a successful closing.

We're here to handle the details, solve problems, and keep things moving so you can look forward to what's next.

*You're not in this alone.
We've got your back*





— Thrive in Central Oregon —

Closing Day

*The final step
A new beginning.*

You've done the work, we've handled the details, and now it's time to celebrate! Closing day brings everything together and officially hands the keys to the next chapter.



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Our Commitment

We'll be with you every step of the way to ensure a smooth, stress-free closing so you can move forward with confidence.

What Happens on Closing Day?

1



Final Review

We confirm that all documents are complete and all conditions of the sale have been met.

2



Signing Appointment

You'll sign the final documents—either in person or electronically—at the title company.

3



Funds are Disbursed

The buyer's lender releases funds and the title company distributes payments to all parties.

4



Title is Recorded

The deed is officially recorded with the county, making the sale official.

5



Possession is Transferred

The buyer receives the keys and your responsibilities are complete!

6



Time to Celebrate!

You did it! Enjoy the success of a job well done and your next adventure.

Before Closing &

We'll confirm the closing date and time with you.

Make sure you've moved out and left the home in the agreed-upon condition.

Leave all agreed-upon items and accessories for the buyer.

Provide forwarding address and utility account details.

What You'll Need &

A valid photo ID

Required for all signers.

Signing documents

Typically provided by the title company.

Forwarding address

For tax documents and title updates.

Direct deposit details

To receive your proceeds quickly and securely.

After Closing &

Funds are deposited (typically within 24-48 hours).

We'll send you copies of the final closing statements for your records.

Your next chapter starts now

Closing is more than just a transaction—it's the start of something new.

Thank you for trusting us to guide you through this important milestone. It's been an honor!

LOCAL EXPERTISE. TRUSTED GUIDANCE.

Results that move you.



— Thrive in Central Oregon —

After the Sale

You've closed
Now we're here for what's next.



Our relationship doesn't end at closing. We're always here to support you, answer questions, and help however we can.



Our Promise

We're more than your real estate agents—we're your trusted advisors for life. We're just a call or text away, always.

What to Expect After You Close



Final Paperwork & Documents

We'll send you digital copies of all closing documents for your records.



Proceeds & Payments

Funds are disbursed according to your closing statement and timeline.



Account Updates

Don't forget to update your address, utilities, subscriptions, and important accounts.



We're Here for You

Have a real estate question in the future? We're always happy to help.



Referral Thank You

Your referrals mean the world to us—thank you for trusting us with your people!



Stay Connected

Follow along on social media and our email updates for local news & resources!

Helpful Reminders &



- ✓ Cancel or transfer utilities
- ✓ Update your mailing address
- ✓ Contact your insurance company
- Review final tax proration
- ✓ Retain important records for tax purposes
- ✓ Consider a change-of-address with the USPS

We're Here for Life's Moves

Whether you're buying, investing, relocating, or just have a question, we're here for every step ahead.



Buying



Investing



Relocating



Renovating



Downsizing



And more!

Life changes. We're here to help you make the most of your next adventure!

Local Resources &



Utility Transfer
Electric, gas, water, trash, internet, and more.



USPS.com or your local post office.



Local organizations happy to pick up items.



Moving Services



Home Projects

Need a contractor, handyman, or landscaper? We've got great people to refer.



Thank you for trusting us with such an important chapter. It was our honor to help you achieve your goals.

We wish you all the best in your next adventure!



Local Resources

Rooted in our community. Here for you, always.



We're proud to call Central Oregon home and even prouder to connect our clients with the best local businesses and services in the area.



Our Commitment

We work with trusted local partners who share our values of integrity, quality, and exceptional service—so you can feel confident every step of the way.

Our Trusted Partner Network



Home Inspectors

Through, reliable inspections to give you peace of mind.



Lenders

Local loan experts who offer competitive rates and personalized service.



Title & Escrow

Experienced teams that ensure a smooth, secure closing.



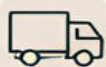
Stagers & Designers

Make your home shine and help buyers fall in love faster.



Photographers & Media

Stunning photos, video, and marketing that showcases your home.



Moving Companies

Professional, efficient movers to make your transition easier.



Cleaning Services

Leave your home sparkling for the next chapter.



Contractors & Handyman

Repairs, updates, and projects—big or small.



Landscapers

Keep your outdoor spaces beautiful and well maintained.



Donation & Charity Partners

Local organizations happy to pick up items you no longer need.

Why We Love Central Oregon



Brathaking outdoor adventure in every season



Vibrant communities with a mix of urban life



Amazing local coffee, cuisine, and craft beverages



Miles of trails, lakes, and mountain views



A stunning sight of community and local pride

Local Favorites

Coffee Shops

Backporch Coffee Roasters
(Blend, Sisters, Redmond)

Thumb Coffee
(Bend)

Sunriver Coffee
Company (Survivor)

Eats & Drinks

The Sparrow
Bakery (Bend)

Deschutes
Brewery (Bend)

McMenaming Old,
Francis (Sisters)

Outdoor Sports

Tumalo Falls
(Bend)

Smith Rock State Park
(Torrerbonne)

Wickup Reservoir
(La Pina)

Shopping

The Old Mill
District (Bend)

Downtown Sisters

The Village at Survivor



Have a question or need a recommendation for something not listed here?



503-724-5908



Thriveincentraloregon.com





Thank You

We are here
when you are ready.



Selling your home is a big decision, and we're proud to have been part of your journey. We are committed to providing honest guidance, strong negotiation, and exceptional service—every step of the way.

Thank you for letting us help you move forward.

Our Commitment to You



Trust

We build lasting relationships through honesty, integrity, and respect.



Communication

You'll always know where things stand. We're easy to reach and quick to respond.



Guidance

We provide expert advice and clear answers so you can make confident decisions.



Results

We work tirelessly to achieve the best outcomes for you and your unique goals.



Care

We treat every client like family and every home like it's our own.



Wherever life takes you next,
we'll be here.



Whether it's your next move, an investment, or simply a real estate question down the road, you can count on us.

Call, text, or email anytime.

We are here when you are ready.



Let's keep in touch!

Follow along for local market updates, resources, and everything Central Oregon.



503-724-5908



@thriveincentraloregon.com



thriveincentraloregon.com



Local expertise. Trusted guidance.

Results that move you.